

TasteEd 2021 Pledge



This is a UK pledge

This commitment will be implemented
by 2023

1

Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

This aligns with point 10 on the Commitments

Commitment Details

To work with 100 schools to help them deliver taste education lessons to their classes. TasteEd will provide online teacher training and resources that will allow schools to run taste education lessons, where fresh fruit and vegetables are bought into the classroom. This will give children an opportunity to explore fruit and vegetables using all their senses, with the aim of inspiring them to try, and to like a wider range of produce.

Monitoring

Over the course of the pledge TasteEd will measure the number of schools who sign up to the programme. Schools will be asked to provide feedback from each lesson delivered about the number of children who tried a new fruit or vegetable and how many liked a fruit or vegetable they tried. Schools will also be asked at the end of each school term how many classes ran TasteEd sessions, this way data can be extrapolated to estimate how many children in total tried and/or liked a new fruit or vegetable.



TastEd 2021 Pledge

This is a UK pledge

This commitment will be implemented
by 2023

2

Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

This aligns with point 10 on the Commitments

Commitment Details

To collaborate with three other charities and/or community organisations to help taste education be delivered to other applicable users.

Monitoring

TastEd will work with partner organisations to monitor the number of TastEd sessions being delivered. Additionally we will be collecting feedback on the participants who tried and liked fruit and vegetables as result of the sessions.